

Coverage
is **Here**



washington
healthplanfinder

Enrollment Summit Update

July 16, 2013

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Washington Specific Research

- **Exchange Research**

- **Exchange Baseline Survey:** December, 2011
 - 804 residents, including N=246 adults under 200% FPL; N=204 200-400% FPL; and N=231 400%+ FPL
- **Focus Groups:** January, 2012
 - Four groups in Seattle and Spokane among: Adults with private market non-employer coverage; uninsured adults with insured children; uninsured, childless adults; small business owners

- **OFM Research**

- **Broader Health Reform Survey:** November, 2012
 - Adults at least 18 years old
 - 902 residents, including N=289 with incomes under 139% FPL
- **Focus Groups:** November, 2012
 - Eight groups all under 400% FPL, four of them under 138% FPL



Current Mindset and Landscape

- Consumers know very little. The uninsured and lower incomes know even less.
- They value insurance. They want it. But, their negative experiences frame their expectations.
- Vast majority has low education and literacy levels.
- There is interest in using the Exchange, but interest is “soft.”
- Skepticism runs very high.
- Cost is the primary barrier.

***People want confidence, security –
they need to feel a sense of control.***



Our Audience Needs to Hear:

It's New

- There will be new, affordable insurance options available that fit your needs.

Here's What You Get

- You can compare plans side-by-side. And all plans will have to cover doctor visits, hospitalizations, maternity care, emergency room care and prescriptions.

Help Is Here

- Financial help is available so you can find a plan that fits your budget. And experts will be available to answer questions – online, over the phone and in-person.



Motivations for Enrolling – All Incomes

No sales pitch. You decide.

“You can compare plans and get expert help.”

You can afford this.

“You will be able to find a plan that fits your budget.”

You’re covered.

Financial security:

“If you get sick or injured, you won’t go bankrupt.”

Health security:

“The insurance plan you choose will be there to cover all the care you need.”

Mom says so.

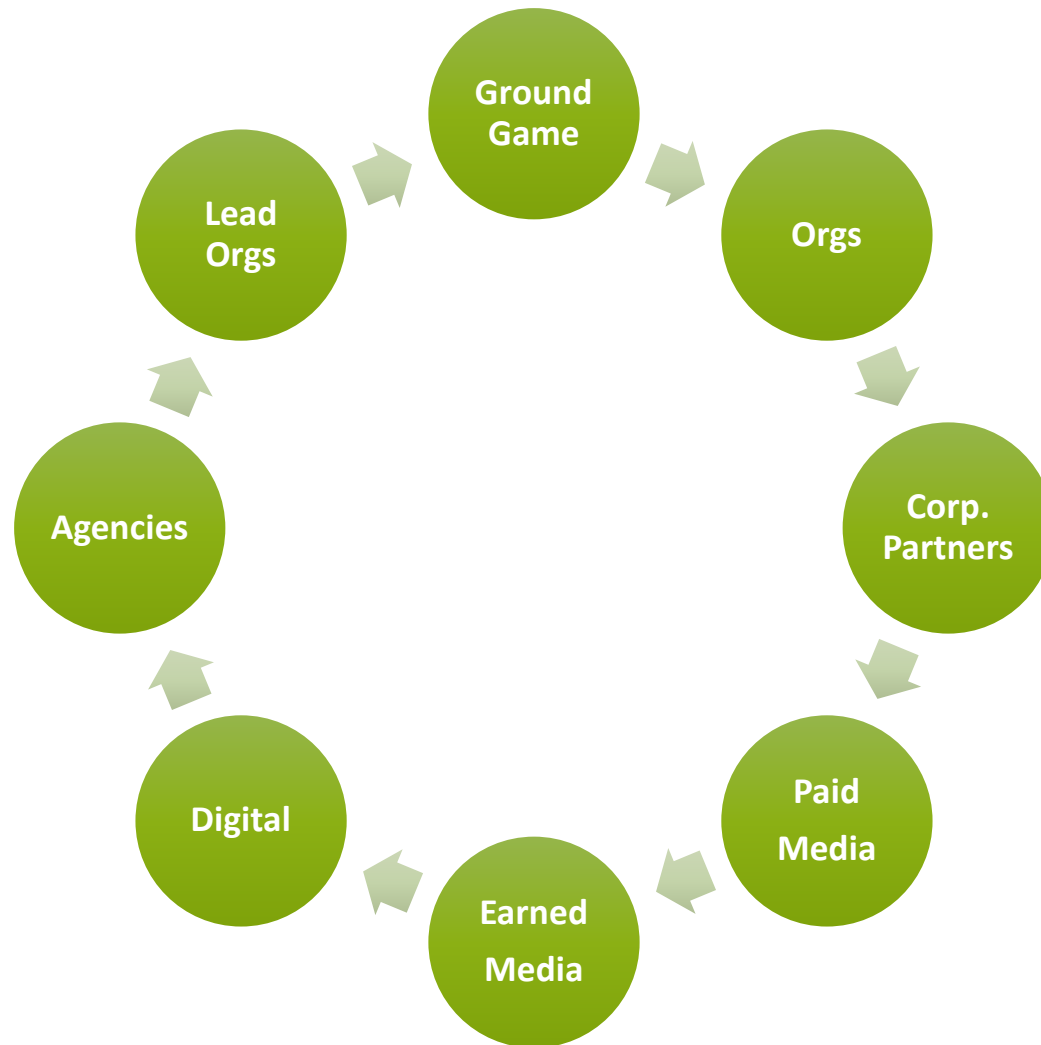


Driving Enrollment: Strategic Imperatives

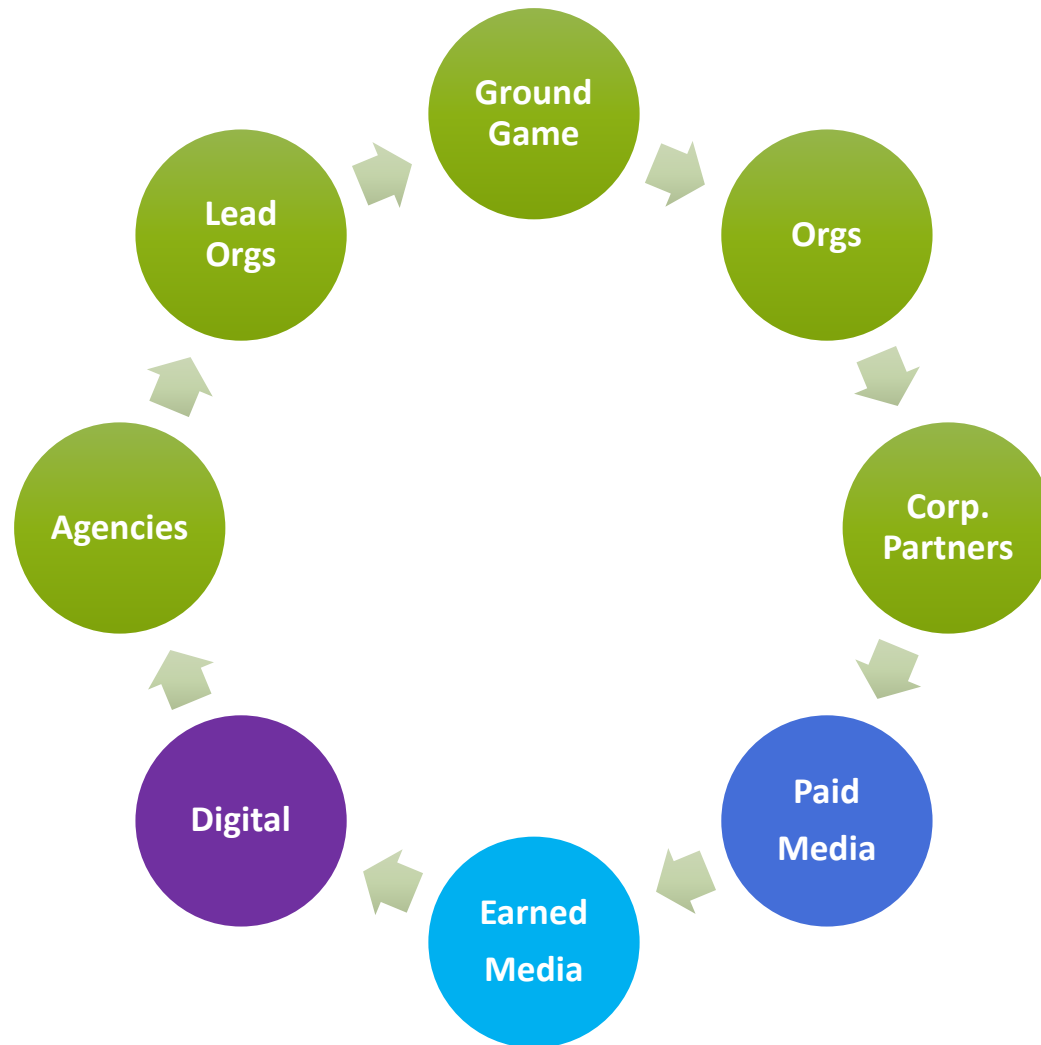
1. Build **an integrated engagement campaign** that includes tested tactics and messages designed to reach people in ways that resonate via multiple touch points.
2. Plan communications **bursts around key times** – such as back-to-school and open enrollment periods – as well as ongoing outreach to amplify messages.
3. Make the **benefits of using *Healthplanfinder* tangible** by showcasing the stories of real people – individuals, families and small business owners – who have had a positive experience.
4. Employ a **balanced approach** between those most likely to enroll to demonstrate early success and build momentum and the harder-to-reach audience that will require ample time and resources to find, educate and enroll.
5. **Tailor materials and outreach** to resonate with key audiences and ensure lead organizations are equipped for cross-cultural outreach and enrollment.
6. **Amplify and support the work being done** on the ground by those in regular contact with consumers, including assisters/navigators, providers, carriers, producers, advocates, etc.



Integrated Campaign: Multiple Touch Points



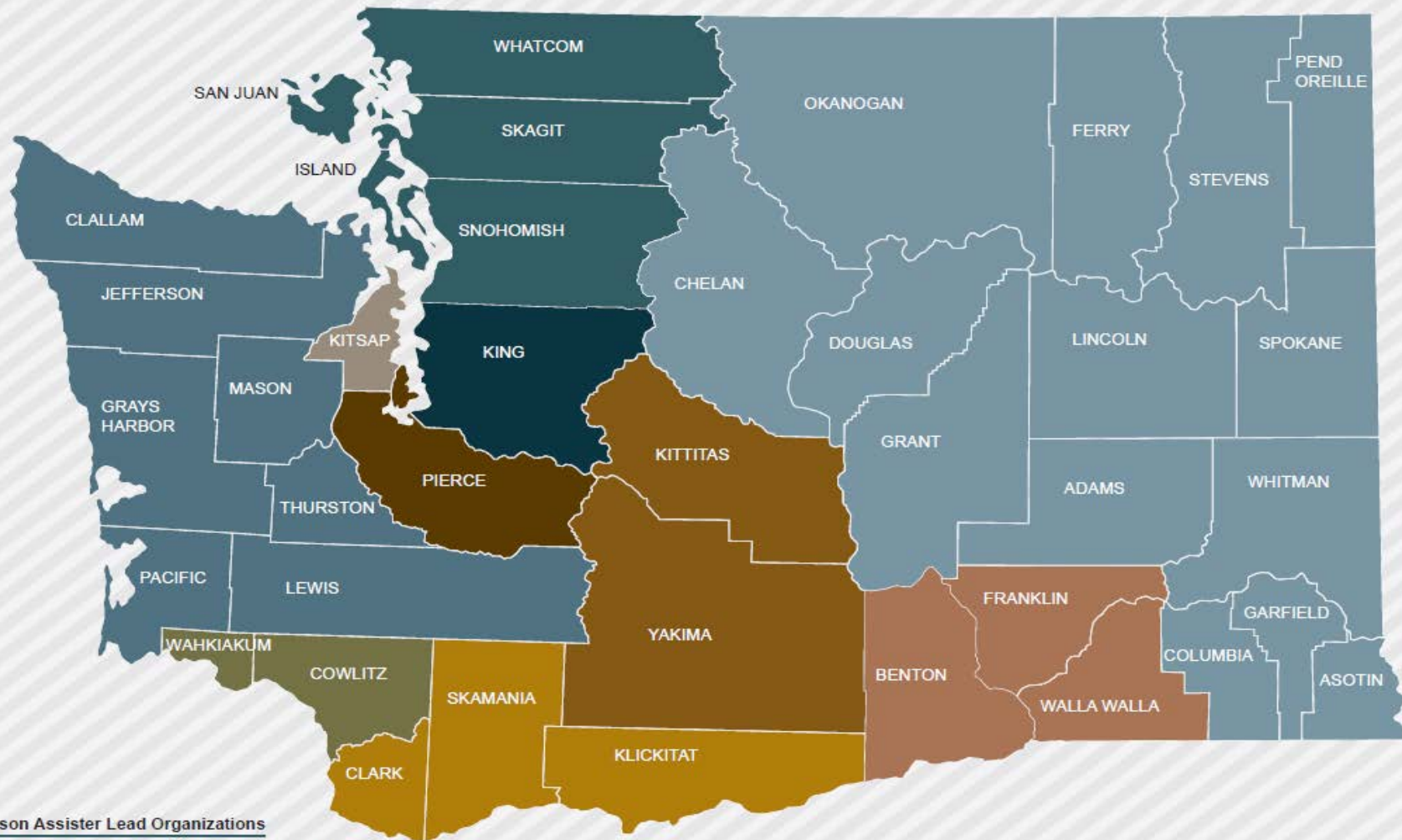
Integrated Campaign: Multiple Touch Points



Partnerships

- Partnerships with trusted organizations bring *Washington Healthplanfinder* into local communities.
 - Provide statewide coverage, leverage established communications channels.
 - Government, nonprofit, health, corporate partners
 - Outreach Toolkit equips partners to educate their communities.
 - Physical: Brochure, poster, postcard, window cling
 - Digital: Facebook, Twitter, web, newsletter content
 - Coordinated waves of outreach will target specific audiences (e.g. faith-based, LGBT).





In Person Assister Lead Organizations

- | | |
|---|--|
| Whatcom Alliance for Health Advancement | Cowlitz Family Health Center |
| Seattle-King County Public Health | Clark County Public Health |
| Kitsap Public Health District | Yakima Neighborhood Health |
| Tacoma-Pierce County Health Department | Benton Franklin Community Action Committee |
| CHOICE Regional Health Network | Empire Health Foundation |

Lead Organizations



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click. compare. covered.

Outreach and Enrollment Roadmap

July

Campaign
Development

Ads

Partners

Lead Org's

Earned
Media

Social Media

Testing

Outreach
Toolkit

Contracting

Lead Org
Networks
Announced

Building
Base

August

Campaign
Refinement

Print, Digital,
Out of Home
(OOH)

Pre-launch
Coordination

Begin
Training IPAs

Back to
School

Searchable
Map

Sept

Soft Launch

TV, Radio, Print,
Digital, OOH

Outreach
Waves Begin

Outreach and
Public
Education

Call Center
Opens

Twitter
Townhall

Oct

Hard Launch

TV, Radio, Print,
Digital, OOH

Outreach
Waves Cont.

Enrollment
kick-off

Media Tour

Twitter
Townhall;
Real Stories